

Message Text

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ORIGIN COME-00

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DRAFTED BY: COM/BEWT/OEWD/TPD/562/JLROBB

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

BEWT/OEWD/TPD/562/BATHOMPSON

EB/EWT:MTLORIMER

BEWT/OEWD/USSR/552/HHEISS(BY PHONE)

EUR/SOV:JCOLBERT

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R 241838Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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FOR BLOW/FROM THOMPSON

E.O. 11652: N/A

TAGS/ BEXP, UR

SUBJECT: INTERORGTEKHNKA-75

REF: MOSCOW 18803

1. TRY SLUGGING CABLES "PASS USDOC FOR BEWT/THOMPSON/562"

2. TPD'S PROCUREMENT/KIT LETTER AS FOLLOWS: PARA NUMBERS FOR TRANSMISSION ONLY: (A) HERE IS THE INFORMATION YOU REQUESTED ON THE PROFIT OPPORTUNITIES IN THE SOVIET UNION FOR AMERICAN BUSINESS EQUIPMENT AND ON THE U.S. COMMERCIAL EXHIBITION AT INTERORG-TEKHNKA-75, SEPTEMBER 2-16, 1975, IN MOSCOW, USSR. (B) INTER-ORGTEKHNKA IS A UNIQUE MARKETING OPPORTUNITY--THE SOVIET UNION'S EXHIBITION FOR MODERN OFFICE EQUIPMENT. DISSATISFIED WITH MUCH OF THEIR DOMESTIC EQUIPMENT, SOVIET MANAGERS BELIEVE THEY SHOULD IMPORT MORE EFFICIENT, MODERN, AND RELIABLE EQUIPMENT. INTERORGTEKHNKA IS THEIR UNIQUE CHANCE TO SEE AND TO BUY THE REST OF THE WORLD'S SOLUTIONS TO THEIR PROBLEMS. (C) THE U.S.

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DEPARTMENT OF COMMERCE'S EXHIBITION AT INTERORGTEKHNKA IS THE

EFFICIENT AND PROFITABLE WAY TO INTRODUCE YOUR PRODUCTS TO THE KEY BUYERS IN THIS RAPIDLY EXPANDING MARKET. WE WILL PROVIDE A FULL MARKET PROMOTION CAMPAIGN TO HELP YOU ACHIEVE YOUR MARKETING OBJECTIVES. IN ADDITION TO OUR COMPLETE, PROFESSIONAL EXHIBITION SERVICES, WE WILL PROVIDE ONE TRANSLATOR FOR EACH PARTICIPATING COMPANY TO HELP YOU TRANSACT YOUR BUSINESS. WE WILL PAY THE RETURN FREIGHT FOR SALEABLE EQUIPMENT, OTHER THAN MODELS OR GRAPHICS, SHIPPED FROM THE UNITED STATES TO THE EXHIBITION AND RETURNED UNSOLD TO THE U.S. (D) SHOULD YOU PREFER TO EXHIBIT THROUGH AN OVERSEAS AFFILIATE, YOUR AFFILIATE'S EXHIBIT GOODS MUST CONTAIN 33 PER CENT U.S. COMPONENTS BY VALUE OR BE MANUFACTURED BY A FIRM AT LEAST 33 PER CENT U.S. OWNED TO BE ELIGIBLE FOR THE DEPARTMENT OF COMMERCE'S EXHIBITION. (E) PARTICIPATING IN THE U.S. DEPARTMENT OF COMMERCE'S EXHIBITION AT INTERORGTEKHNIKA IS THE LOW-COST, EFFECTIVE WAY INTO THE SOVIET MARKET. THE EXHIBITOR'S CONTRIBUTION FOR OUR BASIC 3X4 METER BOOTH (130 SQUARE FEET) IS \$2000, AND YOU MAY TAKE MORE THAN ONE BOOTH. FOR AN ADDITIONAL \$300 YOU MAY HAVE A 2X2 METER ENCLOSED AREA CONSTRUCTED WITHIN YOUR BOOTH. (F) PLEASE ACT PROMPTLY. CALL ME ON (202)-967-4810. (G) SINCERELY, JIM ROBB, ROOM 4821, TRADE PROMOTION DIVISION, OFFICE OF EAST-WEST TRADE DEVELOPMENT.

3. WILL FORWARD LIST OF KEY FIRMS NOT LISTED IN CBEMA DIRECTORY ASAP.

4. KIT LETTER LOU FOR TRANSMISSION PURPOSE ONLY.
KISSINGER

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